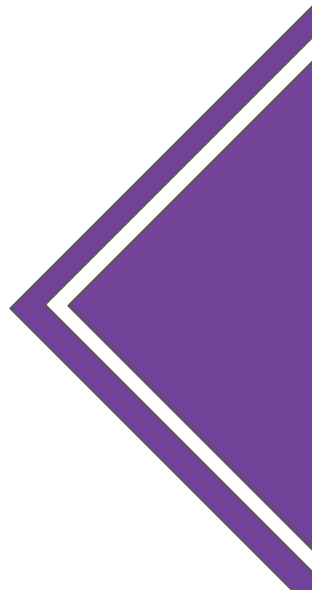


# CAPABILITIES 2024

FOCUSED ONLINE STRATEGIES



# MISSION

- We are an organic traffic marketing partner and trainer to enterprise-sized science and education-focused organizations.
- We collaborate with you and your team to ensure that you have the skills and strategy necessary to grow your organic traffic, with the goal of getting your answers into the hands of your audience.
- We focus on optimizing our client's presence across any platform that has a search ranking algorithm (Google, YouTube, Bing, social, voice).



# SERVICES

## SEO

- Benchmark, Strategy, and implementation
- Training (including AI chat)
- Staff coaching (optimization of text, image, video, and voice assets)

## WEBSITE MIGRATION SUPPORT

## WIKIPEDIA MANAGEMENT

## ANALYTICS

- Assessment and implementation (GA4)
- Establishing SEO reporting

## SOCIAL MEDIA MARKETING

- Metrics assessment
- Brand voice creation
- Overall brand strategy
- YouTube & Podcast audits/recommendations
- Social media customer service strategy

## DIGITAL MARKETING TEAM SUPPORT

- Recruiting
- Training
- Assessment and process implementation

# NOTABLE CLIENTS

**healthline**



**NATIONAL  
CANCER  
INSTITUTE**

**HealthT.gov**



**AMERICAN  
SOCIETY FOR  
MICROBIOLOGY**



**LEGENDS OF  
LEARNING**



**PNAS**



**NOAA  
FISHERIES**



*The Story  
Exchange*



**JACC  
Journals**

**THE  
HALIFAX  
GROUP**



**IDB**



**nystateofhealth™**  
The Official Health Plan Marketplace

**TOSHIBA  
MEDICAL**



**National  
Honey  
Board™**



**Roll Call**



# WHO WE ARE

## **KATHERINE WATIER ONG | OWNER & CHIEF STRATEGIST**

- 30 years web experience → 20 years of online marketing (SEO, SEM, social media, web analytics)
- Launched her first training initiative in 1989
- Built her first website in 1994
- Once crashed a website for 4 days and still received almost 1.3 million visitors/mo (up from 300K)
- Wrote her master's thesis on Consumer Adoption of Wearable Computers
- Helped launch over 30 digital marketing careers



# OUR APPROACH

## USER-FOCUSED APPROACH

- We create user focused strategies for your target audience.
- We listen to your internal stakeholders.
- We align your content creation efforts with user research, data, and compare how Google/Bing is presenting your information in search.
- We train your writers (or recruit teams) for search and content.
- We create accurate content dashboards are in place for measuring ROI of your efforts so that you can track real improvements over time.

# CASE STUDY 1



**NATIONAL CANCER INSTITUTE**  
Center for Cancer Research

**Challenge:** NCI had lost organic traffic and did not have an SEO strategy or staff in place.

**Strategy:** During the initial SEO audit, Katherine recommended they adjust their dynamic clinical trial results to create optimized landing pages to match the current search volume, which was focused on cancer clinical trials by cancer type.

**Results:** 79% increase total number of clinical trial related keywords.



*"Katherine supported our SEO program at the National Cancer Institute. She led capacity-building workshops for content owners and the technical teams, conducted market and competitive analyses and mentored me personally. She is very knowledgeable in SEO strategy and has wonderful interpersonal skills. Definitely recommend to anyone looking for an SEO audit of their digital presence!"*

- Yael Nussbacher, Former Seo Lead  
Publicis Sapient At NCI

## CASE STUDY 2



**Challenge:** NOAA Fisheries had executed on a website redesign that did not generate the increase in traffic as expected.

**Strategy:** After an SEO audit and competitive assessment, Katherine trained the internal team on SEO, set in place SEO reporting and targets, generated writing improvements, Googlebot crawl improvements and subdomain migration plans. Additionally the plan included Wikipedia improvements and YouTube and video optimization plan.

**Results:** Organic traffic is up by over .5M visits with 17,862 more keywords ranking Google page one. The internal team now has a process and plan to start integrating SEO into their workflow.



# CASE STUDY 3



**Challenge:** HHS Office of the National Coordinator (ONC) needed to launch a nationwide federal communications campaign to speed the adoption of electronic health records.

**Strategy:** Katherine wrote the 360 digital strategy for the campaign as well as recruited, trained and managed the team that implemented the campaign. The strategy included launching HealthIT.gov supported by SEO, social media, PPC, display ads, content marketing, web and blog properties, and email marketing.

**Results:** We achieved top 10 rankings for almost 5K highly qualified keywords by the end of the campaign. Most importantly, we changed the US Google search volume for EMR (electronic medical record) vs. EHR (electronic health record) and changed the tide – with more people searching for the correct term (EHR) at the end of the campaign. The campaign also won Ketchum over 24 different awards.



*"I worked with Katherine when she was at Ketchum leading the digital strategy behind our "Putting the I in Health IT" campaign, and training ONC staff on SEO, social media, and web analytics. Attending Katherine's Google Analytics trainings were enjoyable and extremely useful as I was getting my feet wet in how Google Analytics works and how to use the data to adjust ONC's digital strategy. Her enthusiasm for using data to make marketing decisions is infectious and I hope to work with her again in the future."*

- Peter Keesey, Webmaster, Digital Analytics, and Business Analyst at US Department of Health and Human Services

## CASE STUDY 4



**Challenge:** New York State was launching their ObamaCare exchange, but the site was not tested enough for launch and crashed.

**Strategy:** Katherine suspected the exchange might have a bumpy launch so prioritized a social media customer support (across 4 handles) and social media monitoring strategy at the start of the campaign. Supported by a social media process and protocol that Katherine crafted, the Ketchum team managed the customer service handles for three months in coordination with their call center.

**Results:** The site crashed when it launched. However, the social media strategy worked. The NY Exchange was one of the top enrolled exchanges in the nation. By the end of the year Katherine transitioned the social media customer support role to an internal team that she helped recruit and train.

## CASE STUDY 5



**Challenge:** They had no previous SEO strategy in place, limited in-house marketing support, and limited ability to add items to the tech queue.

**Strategy:** We conducted a comprehensive SEO audit to see how the website measured up to SEO best practices and how it performed compared to its online competitors. We also trained everyone on the team and introduced them to Buzzstream to organize their promotion and outreach.

**Results:** 5K more organic traffic visits in just three months.



*"Katherine came in and made a series of recommendations that had an immediate impact on the organization's SEO rankings. Long term, she created a plan and training program that would strengthen the organization's capacity to develop meaningful content and website evolutions. I would fully recommend hiring Katherine if she is available to work with you!"*

- Geoff Livingston, former CMO  
at Legends of Learning

## CASE STUDY 6



**Challenge:** EWG was new to SEO and was looking to increase visibility for their cell phone radiation report and increase donors.

**Strategy:** To prepare for the launch of the cell phone report, Katherine streamlined the strategy for producing research products; trained internal writers and 14 unpaid interns on SEO; fixed the GA implementation across the sites; and implemented a monthly reporting process.

She then created an integrated digital strategy for the cell phone radiation report launch which included: optimizing copy and the cell phone database results, link building, PPC, social media outreach, and email push, and press outreach with an embargo.

**Results:** Traffic to [www.ewg.org](http://www.ewg.org) increased by 85% in just the first four months.

By September 2009 when the report launched, the servers were overloaded and went down for 4 days, and the site still received over 1.2 million visitors to the website in one month (up from 300K). Post launch, she pushed for assessing the server infrastructure, changing hosting, re-architecting the servers, and implementing load testing as a required for future website launch process.

## CASE STUDY 7

# PNAS

**Challenge:** PNAS.org was migrating from one journal platform to another and wanted to do so without losing any traffic. The site had 3M indexable URLs and 150M historical backlinks.

**Strategy:** We were onboarded with a truncated timeline and were able to map the patterns for their 150M historical URLs.

**Results:** The site migrated with no traffic loss during the launch month.



# CASE STUDY 8

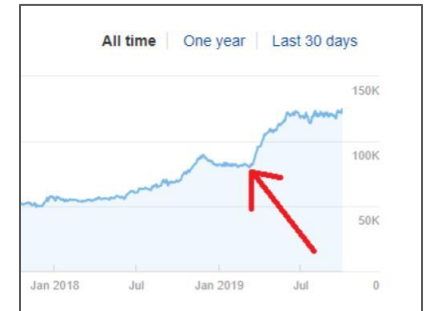


**JACC**  
JOURNAL OF THE AMERICAN COLLEGE OF CARDIOLOGY

**Challenge:** The medical membership site's journals were not indexed or ranked quickly enough to generate expected citations.

**Strategy:** We executed on the following:

- A full SEO audit of the membership association's online journals
- SEO training and coaching for internal staff, and
- Managing and QA'd the implementation of SEO technical recommendations.



The most crucial fix (implemented first) was the resolution of a crawl trap – a relative URL triggering fake pages without a 404 status.

**Results:** The technical recommendations began in March 2019, and the site was ranking for **40k additional keywords one month later**, with **2,623 keywords on Google page one**.

# OUR PROCESS

1. Discovery call
2. Full audit of SEO and social strategy with a prioritized list of fixes and recommendations.
3. Training and improvements in internal processes.
4. Coaching for existing staff.
5. Implementation support:
  - C-suite strategy support
  - QA tech changes
  - Audit content & develop improvement strategy
  - Establish SEO goals
  - Set up dashboards and reporting
  - Suggest software options.

# THANK YOU

We look forward to meeting with your team to discuss how we can help you build sophistication, expertise and capacity within your digital marketing program.

In addition to growing your **impact**, **mission** and **revenue**.

## CONTACT US

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